

# Tapestry™ Segmentation

Esri's **Tapestry™ Segmentation** system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. **Tapestry Segmentation** can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

## 65—Social Security Set

**Segment Code**—65

**Segment Name**—Social Security Set

**LifeMode Summary Group**—L5 Senior Styles

**Urbanization Summary Group**—U2 Principal Urban Centers II



### Demographic

Four in ten householders are aged 65 years or older; the median age is 46.4 years. Most of them live alone. Somewhat ethnically diverse, *Social Security Set* neighborhoods are a blend of different racial groups; however, half of the residents are white, one-third are black, and 18 percent are Hispanic.

### Socioeconomic

Although *Social Security Set* residents live on very low fixed incomes, they have accumulated some wealth they can tap into now that they're retired. Their median household income is \$16,805; their median net worth is \$10,814. Unemployment is high among the younger residents who are still part of the labor force. Eight percent of households rely on public assistance; 16 percent receive Supplemental Security Income. The service industry provides more than half of the jobs held by these employed residents. Overall, more than two-thirds of the residents graduated from high school. Thirty-seven percent attended college; 16 percent hold a bachelor's or graduate degree.

### Residential

Located in large US cities, these communities are dispersed among business districts and around city parks. Most *Social Security Set* residents rent apartments in low-rent, high-rise buildings; a few elderly residents opt to live in congregate housing. Owner-occupied houses in these neighborhoods have a median value of \$111,801. Because more than half of these households do not own a vehicle, many residents rely on easily accessible public transportation.

### Preferences

Limited resources somewhat restrict the activities and purchases of residents in *Social Security Set* neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

For more information about Tapestry  
call Esri at

**1-800-447-9778**

Send e-mail inquiries to  
**info@esri.com**

Visit  
**esri.com/tapestry**



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